



FEMALE
FOUNDERS
GROWTH

The Programme



www.femalefoundersgrowth.com

WHY WE NEED TO FOCUS ON FEMALE FOUNDERS

Female founders operate on an unlevel playing field and whilst we acknowledge barriers are of our own making, many women do experience discrimination, secure less investment, benefit from less opportunities and connections, find less role models and not surprisingly feel less confident compared to male founders. The Gender Index and Rose Report confirm these suspicions with some terribly disappointing statistics.

However, in turn reports show that if we support more female led businesses we would see a real upward turn in the economy.

Be part of the solution realising the estimated 250bn that could be added to the UK economy by supporting female led businesses

Support maybe poorly signposted and difficult to find, but we are changing this !! Affordable ; a clear road map and a full tool kit to scale , secure investment and empower women to elevate their business.

KAREN HOLDEN
FOUNDER

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The Female Founders Growth Programme

OUR VISION

Female Founders Growth is different to accelerators and coaching programmes. We action the work rather than just signpost & mentor. Whilst this is important we take a straightforward & real commercial approach to address the challenges.

The programme involves result focused workshops, empowering events, 1-2-1 professional consultations to advise and draft documents, resources are created by experts in the field and includes a dynamic support programme to accelerate founders seeking investment upwards of £250k and/or rapid growth.

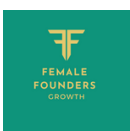
Affordable, accessible and inclusive, The Female Founders Growth Programme offers community, commercial guidance, representation and inspiration.

ITS CREATION

Created for female founders, by a female founder.

Karen Holden is an industry recognised solicitor with her own, award winning, Legal 500 listed law firm.

A City Law Firm of 15yrs has helped 1000's of businesses scale. Karen is passionate about supporting women to thrive, promoting equality and driving change. She has extensive legal and commercial expertise advising businesses and entrepreneurs to scale and secure investment.



THE PROGRAMME

A unique formula of strategic advice, professional services and practical resources supports ambitious female founders who have already secured grants or seed funding, and aim to achieve rapid growth and / or investment



Launching 1st September 2023, Capacity to support 20 founders per cohort and run two cohorts simultaneously. 4 months



Soft promotion May to September
Pitching advice, events, industry networks, on-line marketing and press coverage,



Build an effective infrastructure, develop a robust financial model, access commercial benefits and deliver a compelling pitch to secure investment.

The Female Founders Growth Programme is delivered together with trusted industry partners, such as tax, legal, branding, HR that recognise the commercial and strategic benefits of backing female founders, to provide diverse expertise, insight and resources.

An eco-system of vetted investors and funders, including VCs, family offices and syndicates, all eager to invest in female led businesses and founders who have pitches that are legally and commercially viable

PROGRAMME OVERVIEW AND DELIVERY

Cost effective, comprehensive, and agile, the Programme is tailored to founders' individual business requirements, values and specific goals. It is the only system that supports female founders with strategic advice, professional services and crucially drafted documentation. Its a complete tool kit of resources that navigates the complete roadmap from start-up to scale-up

Unlike the majority of accelerator programmes, the Female Founders Growth Programme does not require founders to part with equity and they are free to work with their preferred advisors and suppliers whilst participating. All additional services are well signposted and transparently priced.

Offer to founders:

- Equipped with a toolkit of practical resources including drafted legal documents, actionable plans and bespoke strategy templates.
- Guided through complex processes such as due diligence, grant applications and financial forecasts.
- Empowered through dedicated mentoring and a schedule of regular workshops, exclusive events and networking.
- Supported to optimise and protect their brand, build a robust infrastructure and create a compelling pitch deck.
- Enabled to effectively engage with investors, raise capital and achieve growth with impact

Commercial

Pitch deck;
valuation; Access to debt finance & invoice factoring;
banking; Tax; EIS; Grants;
Patents

Legal

Planning & drafting of documents
Shareholders agreement;
Client terms
NDAs; IP
Trademarks
GDPR
Website terms

Brand and marketing

Sales Strategy
PR & CSR
Brand identity & KPIs
Digital content and execution
Partnerships & sponsorship

Investors

Approaching investors;
Networking events with panel of investors
Pitch opportunities with network of investors;
negotiations

Supply chain and operations

Recruitment; Employment;
Staff training and retention
Procurement and supplier management
Sustainability & ESG- strategy and delivery
Risk management

Skills & development

Mentoring; Talks; Pitches

REASONS TO BE PART OF THE PROGRAMME

For a founder to access the different programme components individually the cost would typically be around £30k, however the programme exists for founders to avoid costs that limit growth (and avoid costly mistakes). The female Founders Growth Programme therefore involves an affordable monthly fee to relieve founders of financial pressures as they scale up and secure investment.

The monthly programme fee will be £750 per month / £3000 for the entire programme, so it is accessible and more attractive for female founders. This gives you all the 1-2-1 and workshops. Investment from sponsors can be used to cover additional services if they are required, and credit founders as they scale, which we are currently using for events.

You will have full access to the eco-system of partners and funders; workshops, events and fixed fees

- A detailed roadmap as to what you really need, now and in the future
- Experienced advisors and mentors credible in their sectors
- Fixed transparent fees for bolt on services
- No templates
- No theory only action
- All clear and transparent
- Eco-system of experts, funders and like minded founders
- Not just looking out for the company but you as founders
- Confidentiality

Events coming up

- Pitching workshop – whole day to pitch and revise then pitch to funders
- Roadmap to Investment
- Taking the fear out of finance
- Sustainable fashion investment
- Hiring and retaining staff
- Branding and Marketing for growth





IT WORKS!

The Female founders growth programme is vital for many of us new founders as there is so much to navigate & understand; negotiating with investors & juggling the business & raising finance. Karen is the most considerate, fair and thoughtful expert in the space for legal for start ups I've encountered. I highly recommend ambitious startup founders to consider reaching out to Karen for legal and all related matters, as Karen is particularly passionate to support female founders. Karen is connected with a wide network of service providers through the programme that are useful for startups. This is about getting advice; legal and commercial and help raising funds.

Achala Founder NuTissu